



**REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
TUESDAY, JULY 24, 2018 AT 6:30 PM
*City Council Chambers, Building Four
450 Cypress Creek Road, Cedar Park, Texas 78613***

BOARD MEMBERS

- ☐ Robert Schoen, Place One
- ☐ Anne Miller, Place Two
- ☐ Vacant, Place Three

- ☐ Joe Greco, Place Four, Vice Chair
- ☐ Tona Allen, Place Five
- ☐ Linda Ayotte, Place Six, Secretary
- ☐ Matthew Olguin, Place Seven

AGENDA

- A.1 CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.
- A.2 Board Members Opening Comments.
- A.3 Citizen Communications.
(This is an opportunity for citizens to offer comments related to items not listed on the agenda. Speakers are limited to three minutes and the Board may not engage in dialog with the speakers but may offer factual corrections.)
- A.4 Presentations:
None

**STAFF REPORTS
(DISCUSSION ONLY)**

- B.1 Quarterly Report On FY 2018 Revenues, Expenditures, Fund Balance And Review Of Estimated FY 2019 Revenues, Expenditures And Fund Balance. (Matthew Lee, Budget Manager)

CONSENT AGENDA

Pursuant To Tourism Advisory Board Rules, the Consent Agenda consists of all items set forth on Agenda Items C.1 and C.2. The Consent Agenda May Be Approved By A Single Motion.

- C.1 Approval Of The Minutes From The May 7, 2018 Special Called Tourism Advisory Board Meeting.
- C.2 Authorization To Excuse The Absence Of Board Member Tona Allen From The May 7,

2018 Board Meeting.

- C.3 Authorization To Excuse The Absence Of Board Member Matthew Olguin From The May 7, 2018 Board Meeting.
- C.4 Approval Of The Minutes From The June 7, 2018 Special Called Budget Workshop.
- C.5 Authorization To Excuse The Absence Of Board Member Matthew Olguin From The June 7, 2018 Special Called Budget Workshop.
- C.6 Authorization To Excuse The Absence Of Board Member Jeff Kikel From The June 7, 2018 Special Called Budget Workshop.

**REGULAR AGENDA
(DISCUSSION AND POSSIBLE ACTION)**

- D.1 Consideration of Amendments To The Rules of Procedure For The Tourism Advisory Board. (Lauren Marfin, Assistant City Attorney)
- D.2 Consider Acceptance Of A Post-Event Report From The Friends Of The Balcones Canyonlands National Wildlife Refuge For Advertising and Marketing In An Amount Not To Exceed \$5,000.
- D.3 Consider Acceptance Of A Post-Event Report From The Cedar Park Chamber of Commerce For Registration Of Convention Delegates And Advertising And Marketing In An Amount Not To Exceed \$15,000.
- D.4 Consider Acceptance Of A Post-Event Report From Cheer America Championships For Advertising And Marketing In An Amount Not To Exceed \$15,000.
- D.5 Consider Acceptance Of A Post-Event Report From NOLA Food & Music Festival For Advertising And Marketing And Promotion Of The Arts In An Amount Not To Exceed \$35,000.
- D.6 Consider Acceptance Of A Post-Event Report From Austin Spurs For Advertising And Marketing In An Amount Not To Exceed \$50,000.
- D.7 Presentations Of 2018-2019 Project Applications And Funding Requests.
 - I. Consider Presentations of 2018-2019 Project Application And Funding Requests, Presentation To Not exceed 5 Minutes. Including:
 - 1) Austin Spurs in an amount not to exceed \$62,500.
 - 2) Cedar Park Chamber of Commerce in an amount not to exceed \$15,000.
 - 3) Cheer America Championships LLC in an amount not to exceed \$15,000.
 - 4) Leander ISD- Rouse High School Athletic Booster Club in an amount not to exceed \$10,000.
 - 5) Friends Of The Balcones Canyonlands National Wildlife Refuge in an amount not to exceed \$4,730.
- D.8 Consider Advertising, Marketing, And Promotion Expenditures For Fiscal Year 2019 In An Amount Not To Exceed \$513,190. (April Bear, Tourism Manager)

- D.9 Consider A Tourism Board Budget Recommendation For Fiscal Year 2019 As Presented.
(Matthew Lee, Budget Manager)

ADMINISTRATIVE ITEMS

(Board members and staff may discuss items related to the board member's general duties and responsibilities. The Board may not take a vote or other action on any item other than to obtain a consensus regarding how items are to be placed on future agendas for formal action. The Board may use Closing Comments to request future agenda items.)

- E.1 Board Members Closing Comments.

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, August 28, 2018 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.

- F.1. Adjournment.

The above agenda schedule represents an estimate of the order for the indicated items and is subject to change at any time. All agenda items are subject to final action by the Tourism Advisory Board. Separate agenda items may be combined and discussed together at the discretion of the Chair.

An unscheduled closed executive session may be held if the discussion of any of the above agenda items concerns the purchase, exchange, lease or value of real property; the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee; the deployment or use of security personnel or equipment; or requires consultations with the City Attorney.

At the discretion of the Tourism Advisory Board, non-agenda items under the headings of "Citizen Communications" may be presented to the Board for informational purposes; however, by law, the Board shall not discuss, deliberate or vote upon such matters except that a statement of specific factual information, a recitation of existing policy, and deliberations concerning the placing of the subject on a subsequent agenda may take place.

CERTIFICATE

I certify that the above notice of the Special Called Meeting of the Tourism Advisory Board of the City of Cedar Park, Texas was posted on the bulletin board of the City of Cedar Park Council Chambers, 450 Cypress Creek Road, Building Four, Cedar Park, Texas. This notice was posted on:

'18 JUL 20 PM 2:38



Date Stamped (Month, Day, Year, AM/PM, Time)

April Bear,
Tourism Manager

The Cedar Park City Hall Complex Meeting Rooms are wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretative services must be made 48 hours prior to this meeting. Please contact LeAnn Quinn, City Secretary at (512) 401-5002 or FAX (512) 401-5003 for further information.

Notice Removed: _____
Date Stamped (Month, Day, Year, AM/PM, Time)